



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
Crowne Plaza Hotel Pasta's Grille
777 Bellew Drive, Milpitas
APPROVED MINUTES

January 28, 2009

I. Pledge of Allegiance

The pledge was recited by those in attendance at 12:45 p.m.

II. Roll Call & Approval of Alternates:

Chair

Present were Commissioners Cornell, Peoples, Maglalang, Bhambhra and Bramhbhatt.

Absent were Vice Chair De Smidt, Commissioners M. Nguyen, T. Nguyen, Tsao, Mendizabal and Alternate Commissioner Mohsin.

Alternates seated: Alternate Commissioner Bhambhra was seated.

III. Announcements No Announcements

IV. Public Forum

No Members of the Public attended the meeting.

V. Approval of Agenda

MOTION to approve the Agenda as submitted.

M/S: Peoples/Maglalang Ayes: 5

VI. Approval of Minutes

No minutes were presented for review and approval.

VII. New Business

- 1. Economic Development Strategy Update:** Commissioners attending discussed the need for an Implementation Plan Update to establish priorities and direction for the future. It was also discussed that this could be a report card listing successes that would be presented to the City Council. Ms. Barnhart suggested that the Commission might want to create this update.

Commissioner Cornell suggested that the EDC priorities be consistent with the Mayor's vision for economic development. Chair Dhaval agreed and after discussing



other items, such as the continued need for advertising similar to the Airport banners, those in attendance concurred that the video of the Mayor's remarks at the December 5, 2008 City Council meeting should be played at the next EDC meeting.

Commissioner Maglalang suggested that the Commission's work include securing meetings and conferences for local hotels. Commissioner Peoples asked that the Commission be presented information on the contribution of restaurants to the City's economy.

Chair Brahmhatt and Commissioner Cornell agreed to meet on corporate outreach strategies and Commissioner Peoples suggested that a questionnaire be developed to assess what is important to corporate business.

Commissioners suggested that next meeting should focus on the Mayor's December 2, 2008 Economic Development remarks; on the photovoltaic report for the Library and to begin the evaluation of the existing goals to make sure they were aligned with the Mayor's priorities, i.e., what is the most important actions to take now and what needs to be done to address it. Staff was asked to provide ideas on what Commissioners should be bringing to the next meeting – such as the Economic Strategic Plan or the Action Plan.

Staff was asked to provide information on the cost of marketing activities over the last year.

VII. Upcoming Events

- A.** Next Meeting: February 9, 2009. Ms. Whitecar asked if the Commissioners would be okay with beginning the meeting at 7 p.m. This would allow the City Council Economic Development Subcommittee to hold its first meeting beginning at 5:30 p.m. Future meetings of the Subcommittee would be scheduled to not conflict with the EDC monthly meetings.

M/S: Peoples/Maglalang to change the time of the next meeting. Passed Unanimously.

- B. Adjournment:** The meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Diana Barnhart, Economic Development Manager